

This is the Exhibit marked A referred to in  
the Affidavit of George Roland Hill dated  
this .....4..... day of .....November..... 1999.

Before me R. K. Wilcox.

Notary Public

22 April 1994

Our Ref: GRH/dmf

ImagoImage Inc  
2785 Mitchell Drive, Suite 110  
Walnut Creek  
California 94598



Contra Vision North America, Inc.  
1100 Circle 75 Parkway, Suite 800  
Atlanta, Georgia 30339  
Tel: (404) 933-1673. Fax: (404) 933-1674

Dear Sirs

We have recently received a sample of a vision control product labelled

"ImagoImage™  
THE MARK "ImagoImage" IS OWNED BY  
ImagoImage Inc. WALNUT CREEK, CA  
PATENTS PENDING"

Please be advised of US Patent No 4,673,609. We believe that it would be prudent for you to carefully review the claims of this patent in connection with the vision control products you manufacture. We have corresponding patents in many other countries.

Please send us details of any patents or patent applications relating to vision control products or their methods of production, to which you hold title, in order that we and our worldwide network of licensees can avoid any infringement. In this connection, we have failed to identify any patent applications or patents related to the name ImagoImage and request that you advise us in whose name the applications you refer to have been made.

We would appreciate a prompt response to this letter.

Please send a copy of your response to our patent counsel in the United States: Harold L Marquis, Esq., Deveau, Colton & Marquis, Suite 1400, Midtown Plaza Two, 1360 Peachtree Street, N.E., Atlanta, Georgia 30309.

Yours faithfully

A handwritten signature in dark ink, appearing to read "Roland Hill", written over a horizontal line.

ROLAND HILL

cc: Harold Marquis, Deveau, Colton & Marquis  
Peter Low, Wilson, Gunn & Ellis

CONTRA VISION LTD. MANCHESTER		
REF:		
REC'D.	26 APR 1994	
	✓	
ACTION	REPLY BY	
	DATE:	

Received: 6/18/99 12:12PM;

0161 440 7934 -> THE PARK HOTEL; Page 4

/06 99 FRI 17:06 FAX 0161 440 7934

CONTRA VISION

0004

06/15/1999 11:57 770-933-1674

CONTRA VISION

PAGE 07

JUN-10-94 FRI 8:12 ImagoImage Inc

17875784395

P.01

# ImagoImage Inc.

## FAX TRANSMITTAL COVER SHEET

DATE: Tuesday, May 17, 1994

TO: Roland Hill

COMPANY: Contra Vision Ltd.  
Manchester, UK

RECIPIENT'S FAX # 011/ /

FROM: Greg Ross

SENDER'S FAX #: (707) 578-4395

SENDER'S PHONE #: (707) 578-9488

Dear Sirs,

We refer to your letter of 22nd April, 1994, for which we thank you.

The mark "ImagoImage" is a trademark pending of ImagoImage Inc. of Walnut Creek, California.

We are aware of your U.S. Patent No. 4673609 and have been advised by our Patent attorney's, Townsend, Townsend, Kourie, and Crew (who are the largest firm of patent attorney's in the San Francisco, California area, and one of the largest firms in the nation) that none of our three patents pending infringe upon the referenced patent number or a second patent number in your name. Do you have any other U.S. Patents issued, or pending, which you would wish to make us aware of.

With regard to your request for a copy of our patents pending, we do not, as a policy, disclose patent pending information, but rely upon the U.S. Patent and Trademark office and the final issuance of a particular patent. At today's date ImagoImage Inc. has no patents issued here in the U.S. Therefore, you do not need to be concerned regarding any possible infringement by yourselves or your licensees, at this time.

Received: 6/18/99 12:12PM;

0161 440 7934 -> THE PARK HOTEL; Page 5

18/06 99 FRI 17:07 FAX 0161 440 7934

CONTRA VISION

005

06/15/1999 11:57 770-933-1674

CONTRA VISION

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JUN-10-94 FRI 8:13 ImagoImage Inc

17075784395

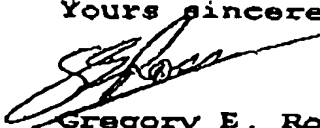
P.02

For your information, we have also developed a broad range of new and different technologies for creating one way vision, none of which, to our best knowledge and belief, infringes your two U.S. patents.

Please feel free to call me personally if you wish to discuss this matter further. My direct office number is 707/578-9488 and our office hours are 8:30 to 4:30 California time.

Thank you for communicating with us.

Yours sincerely,



Gregory E. Ross  
Vice President Licensing  
ImagoImage Inc.

This is the Exhibit marked B referred to in  
the Affidavit of George Roland Hill dated  
this .....4..... day of ...November..... 1999.

Before me R. K. Wilcox .

Notary Public

This is the Exhibit marked C referred to in  
the Affidavit of George Roland Hill dated  
this 4..... day of November 1999.

Before me R. K. Wilcox.

Notary Public

10/01 '94 17:08 0081 440 7934

CONTRA-VISION

CVNA 72P X&amp; 001/00

CK  
INTEROFFICE MEMO

A Division of Engraph, Inc.

TO: Maurice Richardson  
FROM: Connie Kallas  
DATE: October 12, 1993  
RE: Imago Image

This is the product which is similar to Contra-Vision. It is available in a variety of materials including 3M Controltac and can be printed by all processes including Scotchprint.

They are issuing non-exclusive licenses to printers although they will try to limit the number of licenses to 20 in each field, offset, screen printing, scotchprint, etc. They have made an exception to the non-exclusive policy by giving an exclusive license to Supergraphics, Inc. in California for the Scotchprinting of Imago Image for use on buses. They have also made an agreement with another company, whose name they would not disclose, to withhold a license from any division of Engraph for a period of one year, beginning in October 1993.

In addition to printing licenses they are issuing exclusive selling licenses to promoters in the airport, convention, and supermarket fields.

Their thought is that printers would obtain business from these sellers who would, in essence, be selling window space of airports, conventions, and supermarkets to advertise for use with Imago Image.

Printers could also sell Imago Image to any end user for use in other areas.

End users would also have to be licensed, unless printer paid their royalties for them.

The schedule of royalties is as follows:

Printer:	5% of total billing
Space Seller:	2% of total billing
End User:	5% of total billing

The cost of a license is \$50,000. In a fit of generosity, they offered to sell us an option for \$10,000. which would guarantee our getting a license at \$50,000. next year. Theres more...

There is a minimum royalty of \$12,000. the first year. The second year, there is a minimum royalty of \$1,000. each month. (If you billed \$40,000. in January and nothing in February, you would have to pay \$2,000. in January and \$1,000. in February.

Being a cautious man, I do not feel we should pursue.

Connie Kallas  
CK/cnm

Lee —  
I forgot to copy you  
on this C.V.C.

TAPECON  
INC. 

TO: ABIGAIL  
FROM: DEB  
RE: IMAGO IMAGE  
DATE: FEBRUARY 4, 1994

via fax: 404/933-1674

Received the attached today regarding above-referenced product/company. I also received another sample of the product, which is printed with the Charlotte Hornet's logo. It appears to be constructed as follows:

Top Layer                      Vinyl  
                                  Adhesive  
                                  Liner (appears to be vinyl)

The top layer construction is perforated.

Bottom Layer                  Paper Premask p/s tape  
The bottom layer is not perforated

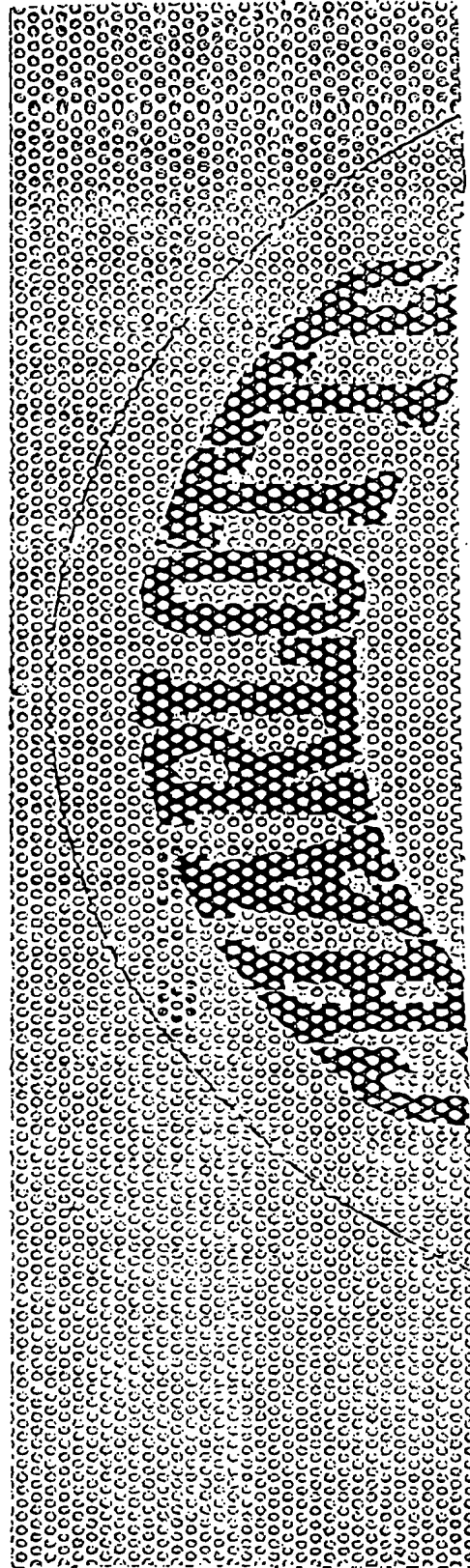


FROM TAPECON BUFFALO

THU 06/15/99 14:23

NO. 2

PAGE 4





JAN 24 1994

1/24/94  
3/1/94  
2/1/94  
W.B.ZS

It was a pleasure speaking with you today in regards to Vernon Company becoming a licensed ImagoImage printer.

As we discussed, it is our intention to limit the number of licensed printers across the country, to approximately 20. This includes all types of printing; Screen, Off-Set and Litho. By doing this we help assure that all of our licensees find ImagoImage a very profitable part of their overall business. Of course, it is still up to the licensee to be competitive, and to help create their success.

To help our printers, ImagoImage is presently developing a full scale ongoing public relations program, that includes press kits to all trade magazines (i.e. Advertising Age, P-O-P Times, Signs of the Times, Chain Store Age, etc.), newspaper business editors and consumer publications. I didn't mention it in our conversation, but we are also creating the annual Imago Awards, where we will present an "Imagy" for the best use of ImagoImage in numerous categories. Within each category three awards will be given. The first to the advertising agency that created the advertisement, the second to the advertiser, and the third to the printer. In addition, we will have a co-op advertising program in place to enable our printers to place their own advertisements in the appropriate publications.

I have enclosed a marketing packet outlining our products and what we see as the various targeted markets.

The license program is as follows:

Term:                      Expiration date of last to expire patent

2785 Mitchell Dr., Suite 110  
(510) 906-0575

**ImagoImage Inc.**  
(800) 749-0575

Walnut Creek, CA 94598  
FAX (510) 937-1260



JAN 24 1994

Territory: United States of America

Royalty Rate: 5%

Minimum Royalty: \$1,000 per month

Grant Fee: One time \$50,000 Fee

In addition to the printers license, all licensees including sellers, are granted a trademark license agreement. The annual fee for this license is \$5,000.

As we discussed, the one time grant fee can be pegged to usage. We would require a down payment of \$12,500 and the balance of \$37,500 paid off at the rate of \$ .20 per square foot of ImagoImage Screen Print sold. The interest on the unpaid balance would be prime plus 3%

Dave, please look over the enclosed materials, and if you decide that you're interested in becoming a licensed ImagoImage printer we can arrange for one of our films suppliers to send you some ImagoImage ClearVue™ for testing. Please call me with any questions you may have.

Sincerely,

A handwritten signature in cursive script, appearing to read "Michael Luckman".

Michael Luckman  
Vice President Marketing

Encl.



FEB 3 1994

## Screen Printers License Program

**TERM OF LICENSE:**Expiration Date of the Last to Expire Patent  
(Approximately 20 Years)**INITIAL GRANT FEE:**\$ 20,000.00

\$ 9,500.00

\$ 9,500.00

\$ 1,000.00\*

Patent

Know-How

Trademark

**ROYALTY RATE:**

See Separate Printers Royalty Rates Sheet

**MINIMUM MONTHLY ROYALTY:**\$ 500.00\*\***ANNUAL TRADEMARK FEE:**\$ 1,000.00\*

\* Waived if licensee is already paying a Trademark Fee under another printers license.

\*\*Waived for the first six (6) months from the date that License Agreement is signed.

JAN-28-94 FRI 13:41 ImagoImage Inc.

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## Printers Royalty Rates

FEB 3 1994

- |                             |  |
|-----------------------------|--|
| 5% of the Net Invoice:      | When Sold to an ImagoImage Licensed Reseller or Space Seller |
| 5% & 5% of the Net Invoice: | When Sold to a Non-Licensed End User                         |
| 5% & 5% of the Net Invoice: | When Sold to a Non-Licensed Reseller*                        |

\*Under the ImagoImage Resellers Program, each printer may offer any number of their wholesale customers a complimentary six month Resellers License. After six months, if your wholesale customer has been successful marketing ImagoImage products and wants to continue as a Reseller, they can then purchase a permanent Resellers License. During the six month temporary license period, you as the printer, in addition to your standard 5% royalty, add a second 5% into your selling price to cover the resellers royalty, and pay this directly to ImagoImage Inc. After being granted their permanent Resellers License, your wholesale customer is then responsible for the payment of their own royalties.

# **IMAGOIMAGE PUBLICITY MATERIAL**

	<b>ImagoImage Page Heading</b>	<b>With Ben Icard's fax of 9/24/93</b>	<b>With ARTMEDIA/ WORKS fax of 11/3/93</b>	<b>Vernon Info. Date Stamped 1/24/94</b>
1.	Imago : Image : Imagine	√	p.09	√
2.	MANUFACTURING PROCESSES ImagoImage™ Product Overview	√	p.08	√
3.	MANUFACTURING PROCESSES Imago ClearVue™ Imago DuoPanel™ Imago ArtPanel™ ImagoStencil™			√
4.	MANUFACTURING PROCESSES Imago ClearVue™	√	p.07	√
5.	MANUFACTURING PROCESSES Imago DuoPanel™		p.06	√
6.	MANUFACTURING PROCESSES Imago ArtPanel™			√
7.	[Imago Stencil™] (not got)			
8.	CHOICES OF IMAGING			√
9.	TARGETED USER MARKETS CONSUMER PRODUCTS			√
10.	TARGETED USER MARKETS WHOLESALE ADVERTISING			√
11.	TARGETED USER MARKETS RETAIL STORE ADVERTISING			√
12.	TARGETED USER MARKETS TRANSIT ADVERTISING		p.02	√
13.	TARGETED USER MARKETS OUTDOOR ADVERTISING		p.03	√
14.	TARGETED USER MARKETS ENTERTAINMENT ADVERTISING			√
15.	TARGETED USER MARKETS MISCELLANEOUS ADVERTISING			√
16.	TARGETED USER MARKETS INDUSTRY APPLICATIONS			√
17.	PUBLICITY PRESS RELEASE & MAGAZINE LIST		p.04	√
18.	"Imagy"		p.04	√
Note showing in possession of ARTMEDIA/WORKS before 11/03/93			p.10	



**Imago:** *Latin for Apparition or Phantom Vision*

**Image:** *[From the Latin Imago] A representation of any thing made visible.*

**Imagine:** *[From the Latin Imago] To form a notion or idea in the mind.*

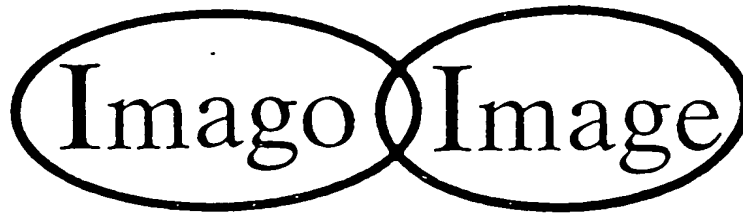
Imagine a product so unique, that it allows you to print any image, using any number of colors, on one side of a film, yet allows you to see clearly through it from the other side.

Imagine printing a beautiful picture on this material, then applying it to glass, giving everyone the opportunity to view it, but still allowing others to see right through it from the other side. Now instead of a beautiful picture let us imagine that it is full four color advertising message, and instead of just any glass it is the windows of a city bus. Windows that are now covered with the advertisers message, yet each of the passengers can still see out, with not a one missing his stop.

Let us now imagine ourselves in a supermarket. We are pushing our cart past a myriad of glass freezer doors looking within each case for the items we wish to purchase. We decide upon some ice cream and open the door. To our surprise on the inside of the door is a 30" X 60" four color advertisement for Dreyers Rocky Road. Perhaps we've never purchased this brand before, but it looks sooo goood! in the ad, that we decide to forgo our regular brand and try this one.

Are these scenarios some day in the future? NO! They are happening today. And they are made possible by a unique series of proprietary processes known as **ImagoImage**.

We now invite you to peruse the information we have provided in this brochure to learn more about how **ImagoImage** will revolutionize the advertising industry, and other industries as well, and how you might become a part of it.



JAN 24 1994

# MANUFACTURING PROCESSES

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## ImagoImage™ Product Overview

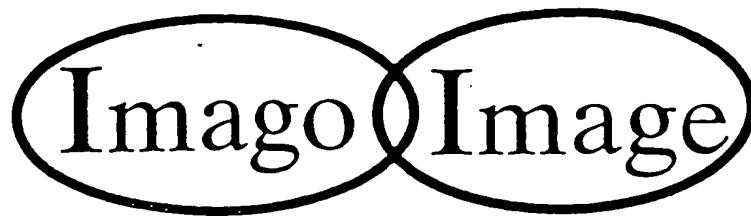
Once, every so often, a product comes along that revolutionizes an industry. Sometimes several industries. Such a product is ImagoImage. Through a series of proprietary processes ImagoImage allows the printing of any image, using any number of colors, on one side of a film, yet allows full visibility when viewed from the other side.

The primary industry that will be revolutionized is the advertising industry. Now every piece of glass, no matter how large, including the side of a glass skyscraper, becomes a potential billboard. Now, an advertisers message does not have to remain stationary. With ImagoImage, any bus, taxicab or urban train now becomes a moving billboard reaching millions more potential buyers. And advertisers can now reach consumers in the most unlikely of places, like the inside of freezer doors in supermarkets, or on the inside of plate glass windows in retail stores.

ImagoImage is not confined to only advertising. Many consumer products can be manufactured using this wonderful product. Automobile rear window banners 20 times larger than a traditional bumper sticker, can declare to the world a fan's favorite sports team. Or, sunglasses with team, college or corporate logos.

Following is a brief description of our four proprietary manufacturing processes. Read on. The only limit to ImagoImage uses is your imagination.





# **MANUFACTURING PROCESSES**

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**Imago ClearVue™**

**Imago DuoPanel™**

**Imago ArtPanel™**

**Imago Stencil™**



# **MANUFACTURING PROCESSES**

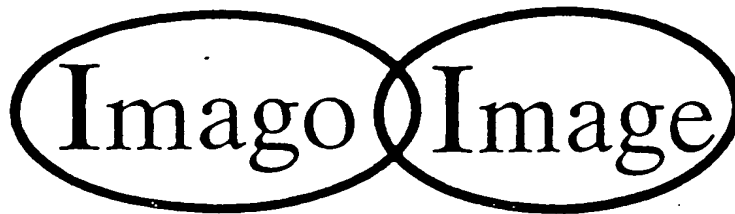
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## **Imago ClearVue™**

Imago ClearVue, because of its thousands of perforated holes, provides crystal clear see-thru vision, while offering superlative graphics capabilities. It is designed to suit a wide range of viewing distances, from close-up to far away, and everywhere in between. Imago ClearVue also offers excellent visibility from very acute viewing angles.

Imago ClearVue panels come in a variety of materials designed for specific applications. These include vinyl and polyester films, adhesive backed (both removable and permanent) and static cling, and are available in either sheets or rolls. Imago ClearVue can be imaged by a number of printing technologies including screen, lithography, offset and the 3M ScotchPrint™ system.

There is no limit to the size of the display using Imago ClearVue. Any number of panels can be combined to create images from less than one square foot to the size of a football field.



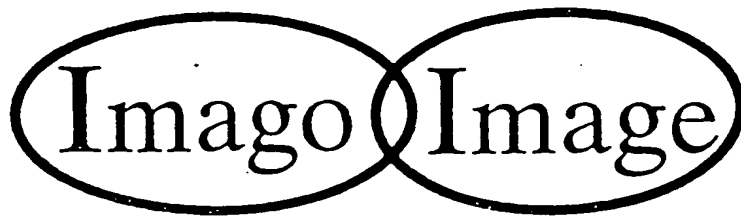
# MANUFACTURING PROCESSES

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## Imago DuoPanel™

Imago DuoPanel is *the* choice for see-thru graphics in harsh environments. As the name implies the Imago DuoPanel is constructed of two panels bonded together with the image captured between them. This sandwich effect offers a high quality product intended for long term use. Because of its unique character Imago DuoPanel provides excellent ultra violet light protection, reducing the chances of fading. In addition the image is safeguarded from damage from aggressive scrubbing or cleaning, and will allow graffiti to be removed easily.

Imago DuoPanel can also provide visually interesting Moire patterns (random patterns-using color and alignment combinations, but not actual pictures) for use in privacy screens and one way office partitions. Security applications also benefit from the visual distraction of the Moire patterns.



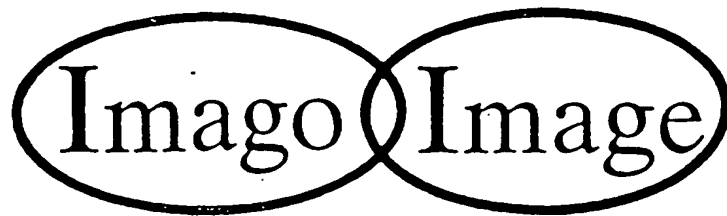
# **MANUFACTURING PROCESSES**

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## **Imago ArtPanel™**

Similar to our Imago ClearVue product, but for use by the sign painter who wants ImagoImage quality and durability with see-thru graphics, Imago ArtPanel is the answer. Instead of painting a regular image directly onto the glass, the image is painted onto the Imago ArtPanel and then the panel is applied to the glass, creating a genuine ImagoImage graphic.

Using and applying Imago Art Panels is quite easy. First mask the area of the window that will be painted over. Next, position the Imago ArtPanel exactly where you want the graphic to be located and tape in place. Now paint the image. Once the painting is completely dry, take down the Imago ArtPanel, remove the window masking, remove the paper backing from the panel exposing the adhesive and position on the glass.



# **CHOICES OF IMAGING**

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**SCOTCHPRINT™ GRAPHICS SYSTEM\***

**SCREEN PRINTING**

**LITHOGRAPHY**

**OFFSET**

**AIR BRUSH**

**MANUAL PAINTING**



# **TARGETED USER MARKETS**

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## **CONSUMER PRODUCTS**

**AUTOMOBILE REAR WINDOW BANNERS**

**LICENSED CHARACTERS**

**CORPORATE LOGOS**

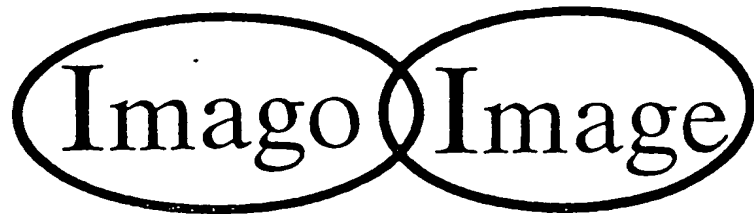
**SPORTS TEAMS**

**COLLEGES**

**GENERIC**

**OFFICE PARTITIONS**

**DECORATIVE PORCH AND TENT SCREENING**



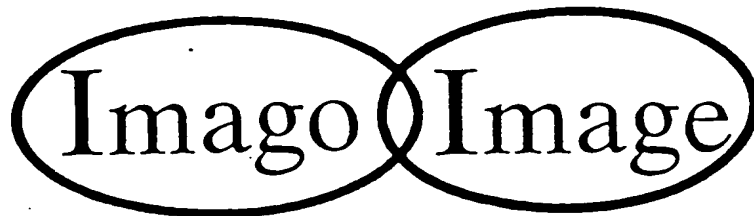
# **TARGETED USER MARKETS**

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## **WHOLESALE ADVERTISING**

*CONVENTION CENTERS*

*TRADE SHOW EXHIBITS*



# **TARGETED USER MARKETS**

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## **RETAIL STORE ADVERTISING**

**SUPERMARKET, GROCERY, CONVENIENCE, DRUG AND  
LIQUOR STORES ON WINDOWS, ENTRY DOORS AND  
FREEZER AND REFRIGERATOR DOORS**

**MALL ADVERTISING ON OUTSIDE WINDOWS AND DOORS**

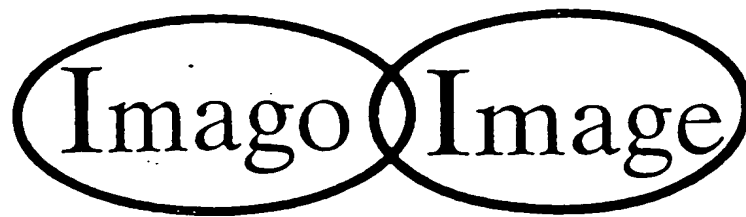
**OUTSIDE WINDOWS OF STORES, BANKS, GAS STATIONS  
AND RESTAURANT CHAINS**

**RETAIL STORE ADVERTISING ON THE INSIDE OF FRONT  
DISPLAY WINDOWS**

**AUTOMOBILE DEALERSHIP WINDOWS**

**P.O.P. DISPLAYS**





JAN 24 1994

# **TARGETED USER MARKETS**

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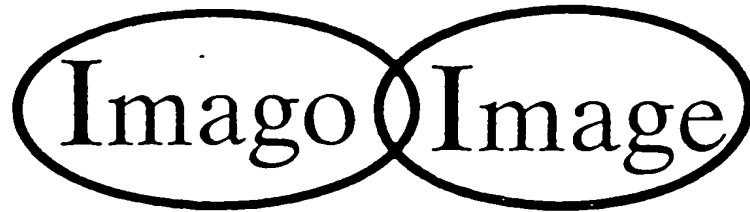
## **TRANSIT ADVERTISING**

*BUSES*

*LIGHT RAIL SYSTEMS*

*TAXICAB WINDOWS*

*URBAN TRAIN SYSTEMS*



# **TARGETED USER MARKETS**

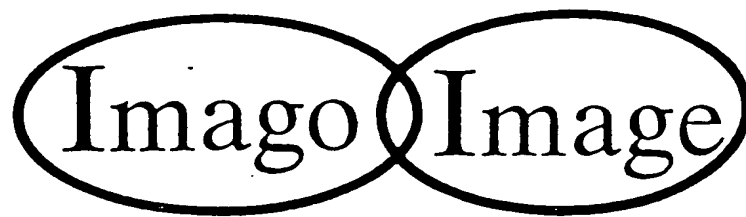
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## **OUTDOOR ADVERTISING**

*GLASS BUS SHELTERS*

*PHONE BOOTHS*

*WHEREVER OUTDOOR  
GLASS IS AVAILABLE*



# **TARGETED USER MARKETS**

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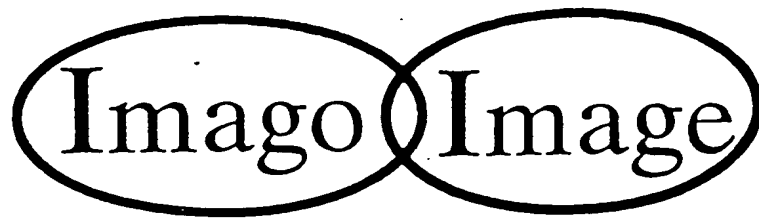
## **ENTERTAINMENT ADVERTISING**

*MOVIE THEATERS*

*LIVE THEATERS*

*SPORTS ARENAS*

*VIDEO RENTAL STORES*



# **TARGETED USER MARKETS**

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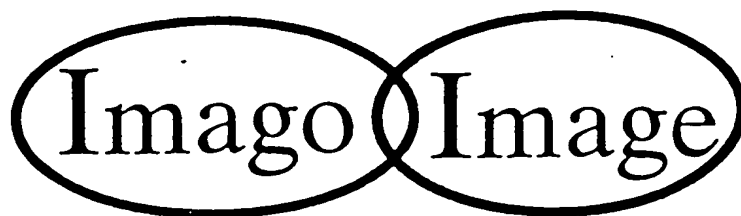
## **MISCELLANEOUS ADVERTISING**

*AIRPORTS*

*SCHOOL BUSES*

*HOTELS AND MOTELS*

*CORPORATE PROMOTIONS ON BUILDINGS*



# **TARGETED USER MARKETS**

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## **INDUSTRY APPLICATIONS**

*SECURITY WINDOWS*

*ARCHITECTURAL GLASS*

*REAL ESTATE "FOR SALE" SIGNS*

*RACQUETBALL AND SQUASH COURTS*

*ZOOS AND AQUARIUMS ON THE INSIDE OF  
GLASS ENCLOSURES*

*INTERIOR ENVIRONMENTS IN RETAIL STORES, PUBLIC  
BUILDINGS, RESTAURANTS AND OFFICES*



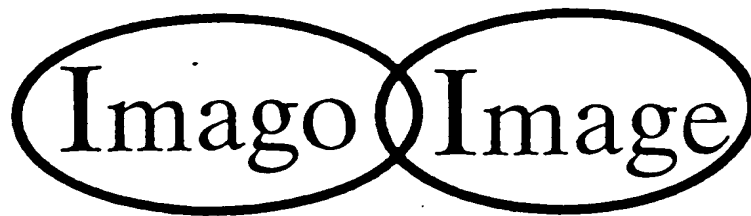
## **PUBLICITY**

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### **PRESS RELEASE MAGAZINE LIST**

ADWEEK  
ADVERTISING AGE  
AMERICAN ADVERTISING  
SIGNCRAFT  
THE FLYER  
DISPLAY & DESIGN IDEAS  
BANK MARKETING  
P-O-P TIMES  
MARKETING NEWS  
POTENTIALS IN MARKETING  
SALES & MARKETING MGNT.  
GRAPHIC DESIGN USA  
VISUAL MERCHANDISING &  
STORE DISPLAY  
GLASS DIGEST  
DESIGN SOLUTIONS  
ARCHITECTURE  
BEVERAGE BULLETIN  
PROGRESSIVE GROCER  
CONVENIENCE STORE NEWS  
SUPERMARKET BUSINESS  
RESTAURANT MERCH.  
GROCERY MARKETING  
CHAIN STORE AGE

DISCOUNT MERCHANDISER  
STORES  
SIGN BUSINESS  
SIGNS OF THE TIMES  
GRAPHIC ARTS MONTHLY  
HIGH VOLUME PRINTING  
SCREEN PRINTING  
PRINT  
PRINTING IMPRESSIONS  
DISCOUNT STORE NEWS  
SECURITY  
SECURITY DIST. & MARKETING  
SECURITY DEALER  
SECURITY SALES  
RETAIL STORE IMAGE  
PLAYTHINGS  
TOYS  
AIRPORT JOURNAL  
TAXI & LIVERY MANAGEMENT  
IN TRANSIT  
BUS RIDE  
BUS WORLD  
SPORTING GOODS BUSINESS  
HARDWARE AGE



## "Imagy"

Today, the word **Imagy** doesn't have much meaning. But wait, in a few short years it will become one of the advertising industry's most sought after items. You see, **Imagy** is the name we've given to the award that will be presented to advertising agencies and their clients around the country, who have creatively used **ImagoImage** as an advertising medium.

Almost daily, new uses for **ImagoImage** are created, so it would be premature to define all the categories that will compete for this coveted award. Listed below are just some of the competitive categories that will vie for an **Imagy**.

- BEST BUS GRAPHIC
- BEST TAXI GRAPHIC
- MOST IMPRESSIVE RETAIL STORE DISPLAY
- BEST AIRPORT ADVERTISEMENT
- MOST INNOVATIVE P.O.P. DISPLAY
- BEST CORPORATE PROMOTION
- BEST OUTDOOR ADVERTISEMENT
- BEST MALL ADVERTISEMENT
- MOST INNOVATIVE NEW USE FOR **ImagoImage**
- AND MANY, MANY MORE

This is the Exhibit marked D referred to in  
the Affidavit of George Roland Hill dated  
this ....4..... day of November 1999.

Before me

R.K. Wilcox.

Notary Public



This is the Exhibit marked E referred to in  
the Affidavit of George Roland Hill dated  
this .....4..... day of ...November... 1999.

Before me R.K. Wilcox.

Notary Public